Master of Art in Economics and Communication
Public Management and Policy (PMP-Lugano)

Specialization
Public Communication and Management
WELCOME TO LUGANO
WELCOME TO USI / OUR CAMPUS
WHY USI?

INTERNATIONAL ATMOSPHERE
- Quality of the Swiss university system
- International, dynamic and welcoming environment
- International faculty

INNOVATION
- Strong ties with the business world
- Flexible structure, open to the exchange of ideas

INTERDISCIPLINARY PROGRAMMES
- Leading interdisciplinary education
- Teacher/student radio 1 to 9
WHY USI?

USI at a glance

<table>
<thead>
<tr>
<th>College</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academy of Architecture</td>
<td></td>
</tr>
<tr>
<td>Faculty of Biomedical Sciences</td>
<td></td>
</tr>
<tr>
<td>Faculty of Communication, Culture and Society</td>
<td></td>
</tr>
<tr>
<td>Faculty of Economics</td>
<td></td>
</tr>
<tr>
<td>Faculty of Informatics</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Students</th>
<th>3350</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduates</td>
<td>10347</td>
</tr>
<tr>
<td>Academic staff</td>
<td>1008</td>
</tr>
<tr>
<td>of which, professors and lecturers</td>
<td>360</td>
</tr>
<tr>
<td>Countries represented</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bachelor programmes</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masters</td>
<td>24</td>
</tr>
<tr>
<td>Doctoral programmes</td>
<td>13</td>
</tr>
<tr>
<td>Advanced studies programmes</td>
<td>9</td>
</tr>
<tr>
<td>Teacher/student ratio</td>
<td>1/9</td>
</tr>
<tr>
<td>Graduates with employment 1 year from graduation</td>
<td>93.2%</td>
</tr>
</tbody>
</table>

| Competitive research (annual average, M of CHF) | 20.8 |
| Institutes                                    | 24   |
| Doctoral students                             | 342  |
| Active research projects                      | 206  |

| Start-ups supported                      | 59   |
| Budget (M of CHF)                        | 124.5|
| Impact on the region                      | CHF 3.2 |

*for each CHF invested by the Canton
MASTER PMP – ACADEMIC STAFF

Prof. Marco Meneguzzo
Faculty of Economics

Prof. Jean-Patrick Villeneuve
Faculty of Communication, Culture and Society

Laura Martignoni
Programme Manager PMP
MASTER PMP – SPECIALIZATIONS - YOUR CHOICES (3 semester)

MASTER IN PUBLIC MANAGEMENT AND POLICY

SPECIALIZATIONS

LOSANNA

1. Transformation et innovation dans le secteur public
2. Public Finance and Economics
3. Gouvernance internationale et administration publique

LUGANO

Public Communication and Management

BERNA

1. Öffentliches Recht
2. Politikwissenschaft
3. Management der öffentlichen Verwaltung
4. Volkswirtschaftslehre
The graduate curriculum in Public Communication and Management focuses students' attention on the knowledge and skills required to run public administration departments successfully.

The specialization degree curriculum explores in depth specific areas of the public sector, providing the tools towards their better understanding and interpretation, while further boosting all the basic management skills.

Courses are taught in English.
MASTER PMP – LUGANO – GENERAL STRUCTURE

1 SEMESTER
Core courses (60 ECTS)

1 Public Management
2 Political science
3 Law
4 Public economics
5 Methodology

1 Courses are taught in Italian

2 SEMESTER

Specialization (30 ECTS)

BERN – UNIBE
LOUSANNE - UNIL
Mobility extra-CH

LUGANO - USI
Public Communication and Management
Compulsory 18 ETCS + Elective 12 ETCS

2 Courses are taught in English

3 SEMESTER
Master thesis (30 ECTS)

Master thesis = 30 ETCS
Master + stage = 20 + 10 ETCS

Italian, French
German, English

4 SEMESTER
# MASTER PMP – LUGANO – SPECIALIZATION - COURSES (3 semester)

Last update: 13.04.2021

<table>
<thead>
<tr>
<th>MODULE</th>
<th>COURSES</th>
<th>ECTS</th>
<th>SEM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mandatory</strong> (18 ECTS)</td>
<td>People management and leadership in public sector</td>
<td>3</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>Accountability and Performance</td>
<td>3</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>Current issues in International Affairs</td>
<td>3</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>Social Marketing</td>
<td>6</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>Intercultural Communication</td>
<td>3</td>
<td>SA</td>
</tr>
<tr>
<td><strong>Elective</strong>* (12 ECTS)</td>
<td>Project Management</td>
<td>3</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>Entrepreneurship: writing business plans</td>
<td>3</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>Organization and social networks</td>
<td>3</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>Applied social entrepreneurship</td>
<td>3</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>Economia del settore non profit</td>
<td>3</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>Newsroom Management and Economics of Journalism</td>
<td>6</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>International Relations and Tourism</td>
<td>3</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>Integrità trasparenza nel settore pubblico</td>
<td>3</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>Argumentation in Conflict Resolution</td>
<td>3</td>
<td>SA</td>
</tr>
<tr>
<td></td>
<td>Social Media Management</td>
<td>3</td>
<td>SA</td>
</tr>
</tbody>
</table>

**Total ECTS** 30

*) Posso essere scelti anche i corsi delle università partner di Losanna e Berna.
ACCOUNTABILITY AND PERFORMANCE

- Global concepts of accountability, transparency and participation as they relate to the idea of performance as it is understood and applied in the public sector.

- Theory and techniques underlying impact assessment and program evaluation, as a set of rational approaches aimed to identify and measure the evidence of public interventions’ effects.

- International case studies

J.P. Villeneuve / S. Calciolari
MASTER PMP – LUGANO – SPECIALIZATION – COMPULSORY COURSES (3 semester)

PEOPLE MANAGEMENT AND LEADERSHIP IN PUBLIC SECTOR

- Managing HR in the specific context institutional context of the public sector, but also addressing the specificities of public sector employees.
- Defining and understanding the notion of leadership in an administrative and political context. What are the boundaries, firm and flexible defining this environment.

A. Sancino
CURRENT ISSUES IN INTERNATIONAL AFFAIR

- Key challenges presented and contextualized by those directly tackling them in the international arena.
- Meeting and exchanging with global leaders in public affairs (UN, WB, IMF, Davos, Red Cross, DFAE, IIAS etc.)
- Conceptual overview of issues but also at providing a glimpse into the practical and concrete difficulties linked to policy development and policy implementations at the social and institutional levels.

J.P. Villeneuve / M. Meneguzzo
SOCIAL MARKETING

- Social marketing focuses on creating social change and social innovation through behavior change communication, policy, and environmental changes.

- Key concepts, conceptual frameworks, and theories in social marketing and their implications on social issues (health, environment, political, sustainability) will be examined through a problem-centered approach to learning.

L. S. Suggs
INTERCULTURAL COMMUNICATION

- Key concepts and theories applicable to current intercultural situations, relations, and debates in national and international contexts (culture, multiculturalism, diversity, ethnicity, cultural citizenship…)

- Studies of interactions in institutional, interpersonal and mediated settings.

J. Drzewiecka
MASTER PMP – LUGANO – SPECIALIZATION – ELECTIVE COURSES (3 semester)

PROJECT MANAGEMENT

- The theory, methods and quantitative tools used to effectively plan, organize, and control projects.
- Efficient management methods revealed through practice and research.

APPLIED SOCIAL ENTREPRENEURSHIP

- Social innovations include ideas, concepts, processes and organizations that focus on societal needs.
- Social entrepreneurship can be understood as the process of identifying and starting a new business venture to address a pressing public and societal need.
ORGANIZATION AND SOCIAL NETWORK

• Social networks involves a set of theoretical and analytical strategies for understanding systems of interdependent actors and actions.

• Systems include organizations, markets and other similar institutions designed to facilitate information exchange, monitoring, and coordination.
WRITING A BUSINESS PLAN

• Learn to develop and evaluate business plans.

G. Colombo
ECONOMIA DEL SETTORE NON PROFIT

• Il ruolo, l’organizzazione, il finanziamento, le logiche di funzionamento e la performance delle organizzazioni private non profit, con particolare riferimento alla produzione di servizi di pubblica utilità e alle varie forme di economia sociale e civile.

• (1) Che ruolo affidare alle istituzioni non-profit nell’offerta di servizi di pubblica utilità? (2) Quali sono i vantaggi e gli svantaggi di forme istituzionali il cui obiettivo non è la massimizzazione dei profitti? (3) È possibile coniugare competizione e partnership sociale, mercato e società civile?
NEWSROOM MANAGEMENT AND ECONOMICS OF JOURNALISM

• Journalism and the mainstream media have become highly commercial activities in Western democracies, many of them struggling for survival and even public TV and radio can hardly escape from the developments on the market place.

• New challenges in the relationship between journalism and technology, in particular when it comes to the role of big digital platforms, disinformation and power distribution on the Internet.

• Strategies to secure and improve journalistic quality and some of the most innovative approaches to the economics of journalism and its future.

P. Di Salvo
INTERNATIONAL RELATIONS AND TOURISM

- Understand international politics.
- Features and trends characterizing the contemporary international system.
- Empirical patterns of mutual influence between international politics and international tourism.

M. Clementi
MASTER PMP – LUGANO – SPECIALIZATION – ELECTIVE COURSES (3 semester)

INTEGRITA' TRASPARENZA NEL SETTORE PUBBLICO

F. De Rossa
ARGUMENTATION IN CONFLICT RESOLUTION

- Argumentation as a communicative approach to handle disagreement and resolve conflict.
- Communicative competences necessary to approach conflict resolution (questions, active listening, framing and reframing processes, discursive analysis of emotions, and specific argument patterns) to help the parties without renouncing to neutrality.

S. Greco
The use of social media platforms for promoting organizations, brands, ideas and causes has been growing in recent years.

Media companies increasingly rely on social media management tools both to analyze their activities and to professionalize their engagement with the public on different social media.

The ability to design, implement, manage and evaluate social media strategies, uses and practices – together with the necessary knowledge and skills to put these activities into action – are therefore essential.
INTERNATIONAL NETWORK

MEM

Middle East Mediterranean

The Seminar

15 - 23 August 2019

The Forum

24 - 25 August 2019

Apply Now

Summer Summit
Lugano, Switzerland

MEM Summer Summit
Summer Summit 2020
Forum online
Swiss University USI/Università della Svizzera Italiana (Official Page) has won 3rd place with their successful campaign #faces4heritage in the 2015 challenge called “Peer-to-Peer (P2P): Challenging Extremism” sponsored by U.S. Department of State, Facebook and EdVenture Partners. This campaign challenged 45 universities from around the world to develop and execute campaigns and social media strategies against extremism that are credible, authentic, and believable to their peers and resonate within their communities. USI’s campaign message is to sensitize society about the importance of preserving and defending heritage as a means for promoting culture and enhancing mutual understanding, thus, to build durable peace!

Well done USI, we are very impressed by such a thoughtful and meaningful project! USI also received personal congratulations from Sir Tony Blinken, United States Deputy Secretary of State.

Swiss University USI wins 3rd place “Peer-to-Peer (P2P): Challenging Extremism” by DoS

We want to promote peace through heritage preservation. We recognize together with UNESCO that “Heritage is our legacy from the past, what we live with today,
Research thesis: 30 ECTS

The Master's thesis consists in a research work in the area of one of the different sectors of the Public Administration. The work, supervised by one or more master's professors, may focus in particular on theoretical or empirical aspects: in any case, students have to demonstrate to be able to apply appropriate concepts, methods, and tools acquired during the programme.

Internship thesis: 20 ECTS (thesis) + 10 ECTS (internship)

Students have the opportunity combine an internship with the thesis, which has to be developed on the same subject.
desk.usi – PRACTICALITIES FOR THE USI COMMUNITIES

COVID-19 Protection provisions
- Students, PhD Candidates, Faculty, Staff
- Administration, Lugano Campus, Mendrisio Campus, Security, Tools and resources

Teaching and learning in the age of Coronavirus
- Students, Faculty
- Courses, Tools and resources

For more info visit the official page Università della Svizzera italiana
Housing in Lugano / Mendrisio

Description

The Housing Service is a service of our University designed to help students and assistants in their search for a place to stay. The Service cannot guarantee full success at all times, but wants to provide free one-to-one advice and guidance through practical directions on opportunities and the appropriate channels.

The Housing Service can assist you in several ways:

- It runs a database with regularly updated vacancy adverts
- It ensures a timely update (changes, deletions) of all information recorded in the database
- It provides language assistance whenever applicants encounter difficulties in their contacts with letting agents or landlords
- It provides basic information on tenancy laws and general guidelines on housing, procedures, etc. (http://www.admin.ch/ch/va/221213f1f.pdf)

Contact

afogg@usi.ch
tel +41 58 666 4489
Via G. Buffi 13, CH-6900 Lugano

Links

Website

Social media

Facebook

https://www.usi.ch/en/housing
ITALIAN COURSES

INTENSIVE COURSES OFFERED PRIOR TO THE SEMESTER START / ACADEMIC YEAR 2021 – 2022

For information and application:

http://www.italiancourse.usi.ch/communication-economics-informatics-biomedical/
APPLICATION DEADLINES

• USI Application: 31 July 2021
  Send the application form to laura.martignoni@usi.ch

• Study plan submission: 30 September 2021
  Send the study plan form to laura.martignoni@usi.ch
Laura Martignoni,
Programme manager PMP

Università della Svizzera italiana
Via Giuseppe Buffi/ 6900 Lugano Svizzera

Blue Building, Ufficio 208 (2 piano)
tel +41 58 666 4783
laura.martignoni@usi.ch
FOLLOW US….

www.pmp.usi.ch

https://www.youtube.com/watch?v=vDwUsayDVJs&feature=emb_title

USI – Master in Public management and Policy
https://www.facebook.com/usipmp

USI – Master in Public management and Policy
usi_pmp
Hope to see you next semester in Lugano!